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July 1916.

Heacock's Kentias



Thousands of "Palms that Please"

Joseph Heacock Company
WYNCOTE • PENNSYLVANIA

Heacock's Kentias

Joseph Heacock Company, Wyncote, Pa.



A made-up specimen of *Kentia Forsteriana*

A Source of Profit for Every Florist

The wide-awake florist who wants to increase his bank account will find that an adequate stock of Heacock's Palms is one of his most lucrative items. At weddings, parties, receptions and special church occasions Palms are always in demand, as they produce an effect so artistic and individual that no other plants can take their place.

When Palms are rented a number of times they of course receive rough treatment, and unless they are very strong, the hard usage will soon destroy their vitality and life. Heacock Palms are American-grown, right here in Wyncote, direct from seed, and will withstand a tremendous amount of hard usage.

None of the Palms we send out are imported, as foreign-grown stock is always inferior to our home-grown plants. Foreign plants lose much of their vitality during the long ocean voyage. First, they are forced to maturity in an unnaturally high temperature, without fresh



A partial view of the interior of one of Heacock's Palm Houses

air, proper plant food and moisture, and are never given the care they should have to produce fine specimens. Then they are packed in tight boxes, put in the hold of a steamship without moisture, light, or ventilation, and when they arrive on this side of the Atlantic, their vitality is seriously impaired; in fact, they may never become fit for high-class trade or decorations.

For years we have been growing *Palms that please*. Hundreds of the leading florists all over the country have bought Heacock Palms since we started growing them nearly a quarter of a century ago, and have been pleased with the quality and with our service. They have found that our Palms stand up well under rough treatment and give the greatest satisfaction. Also, they know that any order, no matter whether for a single plant or a carload, will have our prompt and careful attention.

Our stock is larger than ever and we are doing more business than at any time in the past. This we expect to retain and increase by steadily holding the quality of our Palms up to our standard and we intend to improve it in every way possible. We hold old customers by giving them plants that they will be proud of when they see them in their own showrooms or in a home decorated for some event.

Tubbed Plants

In our greenhouses we have under cultivation over half a million Palms (mostly Kentias) and they run in size from the tiny plant just above the ground to the tall, stately specimen 7 to 8 feet in height. Our



large Palms are made up in strong American-made tubs of Virginia cedar. These tubs are painted an attractive dark green harmonizing with the foliage and surroundings, and are practically indestructible. We give special care to our tubbed Palms and the result is that we have an excellent assortment of Kentias. The plants in 9-inch tubs are from 3½ to 5 feet high and those in 12-inch tubs are from 5 to 8 feet in height.

Wholesale Price-List

ARECA LUTESCENS

	In. high	Each
6-in. pot.....	3 plants in pot.....24 to 30.....	\$1 00

COCOS WEDDELLIANA

	In. high	Per doz.	Per 100
2½-in. pot.....	6 to 8.....	\$1 50	\$12 00
2½-in. pot.....	10 to 12.....	2 25	18 00

KENTIA BELMOREANA

	Leaves	In. high	Each	Per doz.
2½-in. pot.....	4.....	8 to 10.....		\$1 50
3-in. pot.....	5.....	12.....		2 50
4-in. pot.....	5 to 6.....	15.....	\$0 45	5 00
5-in. pot.....	6 to 7.....	18 to 20.....	75	9 00
6-in. pot.....	6 to 7.....	22 to 24.....	1 00	12 00
6-in. pot.....	6 to 7.....	26 to 28.....	1 50	18 00
6-in. pot.....	6 to 7.....	30.....	2 00	24 00
7-in. cedar tub.....	6 to 7.....	34 to 36.....	3 00	36 00
7-in. cedar tub.....	6 to 7.....	38 to 40.....	4 00	48 00
9-in. cedar tub.....	6 to 7.....	40 to 42.....	5 00	60 00
9-in. cedar tub.....	6 to 7.....	42 to 48.....	6 00	
9-in. cedar tub.....	6 to 7.....	48 to 54.....	7 50	
9-in. cedar tub.....	6 to 7.....	5 to 5½ ft.....	10 00	{ Ready Oct. 15

KENTIA FORSTERIANA

	Leaves	In. high	Each	Per doz.
6-in. pot.....	5 to 6.....	24.....	\$1 00	\$12 00
6-in. pot.....	5 to 6.....	30 to 32.....	1 50	18 00

KENTIA FORSTERIANA, made up.

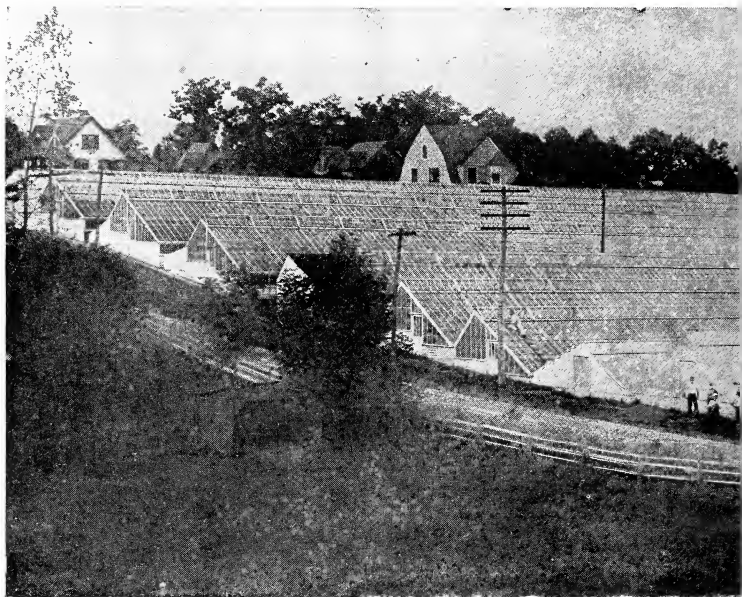
	In. high	Each
7-in. cedar tub.....	4 plants in tub.....30 to 36.....	\$3 00
7-in. cedar tub.....	4 plants in tub.....38 to 40.....	4 00
9-in. cedar tub.....	4 plants in tub.....40 to 42.....	5 00
9-in. cedar tub.....	4 plants in tub.....42 to 48.....	6 00
9-in. cedar tub.....	4 plants in tub.....4 to 4½ ft.....	7 50
12-in. cedar tub.....	4 plants in tub.....5 ft. Ready Oct. 15.....	10 00
12-in. cedar tub.....	4 plants in tub.....5 to 5½ ft.....	12 00
12-in. cedar tub.....	4 plants in tub.....5½ to 6 ft.....	15 00
12-in. cedar tub.....	4 plants in tub.....6 to 7 feet.....	18 00
12-in. cedar tub.....	5 plants in tub.....7 to 8 ft.....	22 00

CIBOTIUM SCHIEDERI. Ready September 1.

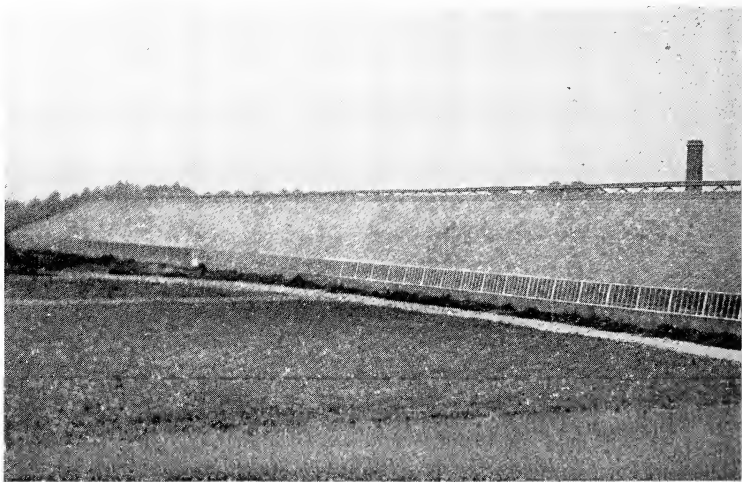
9-in. tub.....	4-ft. spread.....	4 00
9-in. tub.....	5-ft. spread.....	5 00

PHŒNIX ROEBELINII

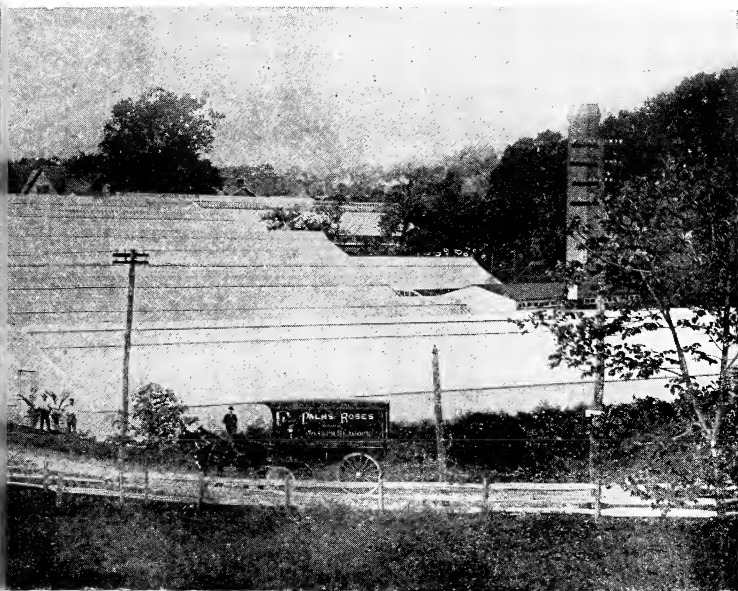
7-in. tub.....	24-in. spread.....	18 to 24 in. high.....	2 50
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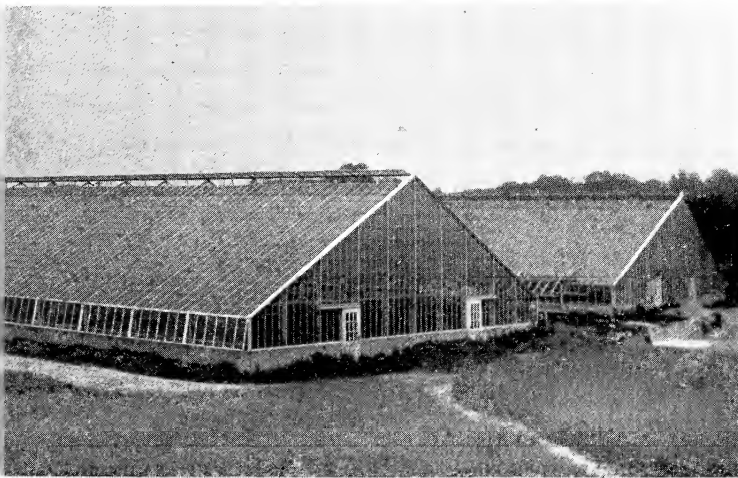
The home place at Wyncote, Pennsylvania. 1



Our new place at Roelofs, Pennsylvania. 2



han 85,000 square feet of glass in these houses



main house is 600 feet long and 72 feet wide

Shipping and Terms

Our facilities for handling orders are such that nearly every order is sent out the same day it is received. Our Wyncote plant is but a short distance from Philadelphia and many orders are taken by motor-truck to that city and shipped from there, as it often saves time and gets the plants to the customer sooner. Each plant is carefully packed and everything possible is done to insure safe arrival at destination.

On account of freight congestion, express shipments are far better at this time and we recommend it for all shipments. Unless otherwise instructed, we shall ship all orders in this way. Express service is unusually good out of Wyncote and Philadelphia and the rates are the same from both places.

Our regular terms are 2 per cent discount on all accounts paid within 10 days from date of bill. All accounts are due net 90 days.



Kentia Forsteriana

Unknown correspondents are requested to send cash with orders or furnish satisfactory references.

Complaints of goods damaged in shipment must be made immediately on receipt of goods or claims cannot be allowed.

Many florists, when in Philadelphia, make it a point to come out to Wyncote to see us, and we should be glad to have you do likewise. We are on the Philadelphia & Reading Railway, have fifty trains each way every day, and it is only a short ride. Get on the train at the Reading Terminal and get off at Jenkintown Station. Our plant is only a few minutes' walk from the station. We shall be glad to see you and show you where we grow "Palms that please."

Palms are not the only things grown at Wyncote. There are two large houses packed full of the best commercial Orchids which are grown for cutting, and are shipped to the Philadelphia and New York markets.

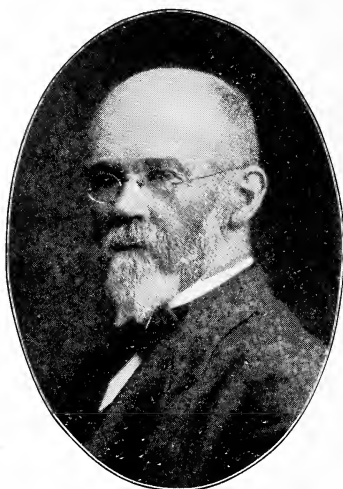
We have another establishment at Roelofs, a railroad station some eighteen miles from Wyncote. Two of the greenhouses are shown on pages 4 and 5. At Roelofs we grow Roses exclusively, and here you may find Richmond, Killarney and other commercial varieties blooming every day in the year. One of the houses is 600 feet long and 72 feet wide; the other is 55 feet wide, but of the same length.

In closing, let us say that the present Palm situation indicates that higher prices will prevail in the future. It has been necessary to make some readjustment in our present list, but the increase is not serious. Owing to conditions existing among the Belgian growers, both a present and a future scarcity of foreign plants must be expected. We advise every florist to order his stock *at once*.



The modern dairy building at Roelofs. Stable room for 130 cows

Come to Wyncote and Roelofs and See Our Methods of Doing Things



Joseph Heacock,
the founder and present head of
Joseph Heacock Company

You will be interested in our methods of growing Palms from the seed to the full-sized plant. You will find the Orchid houses are places where you can study these wonderfully interesting plants. The village of Wyncote itself is well worth a visit, on account of its homes, lawns and stately trees.

We are always pleased to show visitors through our greenhouses. We are sure they will be able to get useful suggestions from our methods of doing things, and we are only glad to have the oppor-

tunity of rendering that service.

Wyncote (Jenkintown Station) is one of the delightful residence suburbs of Philadelphia, and is on the New York branch of the Philadelphia & Reading Railway, 10 miles from the Reading Terminal, Twelfth and Market Streets. We have fifty trains each way on weekdays. Our plant is only five minutes' walk from the station, and is open every weekday. Come whenever convenient.

If you have the time to spend, we should like to have you go to Roelofs and see the Roses, and while you are there you will surely want to visit the model dairy farm, where we have over one hundred and fifty cows, from which we supply all the milk used in Girard College, Philadelphia.

HEACOCK'S KENTIAS



Kentia Belmoreana, as grown at Wyncote

Joseph Heacock Company
Wyncote, Pennsylvania

The McFarland Publicity Service, Harrisburg, Pa.

Heacock's Kentias



One of the Palm Houses at Wyncote

Joseph Heacock Company
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